

**ABSTRACT OF THE DISCLOSURE**

An image tracking apparatus for tracking the movement of an image of a moving object or target within a broadcast image. The apparatus comprises an optical identifier device which attaches to the moving object and  
5 generates an optical identification signal, where an image capture system receives the image of the moving object and the optical identification signal, and generates a coordinate position value for the image of the moving object within each image frame. The coordinate position value coincides with the location of the optical identifier device on the moving object or target.

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